

Training and Evaluation Outline Report

Task Number: 71-8-5336

Task Title: Facilitate Media Operations (Division and Above)

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	ADP 3-0	Unified Land Operations	Yes	No
	FM 46-1	Public Affairs Operations	Yes	Yes
	FM 5-0	(Superseded 17 May 2012 by ADP 5-0) THE OPERATIONS PROCESS	Yes	No
	FM 6-0	(Superseded by ADP 6-0 17 May 2012) MISSION COMMAND	Yes	No

Condition: The command has received an operations plan, or warning, operations, or fragmentary order from higher headquarters and is exercising mission command. The commander has issued guidance on facilitating media. The command has established communications with subordinate and adjacent units, and higher headquarters. The mission command system is operational and processing information in accordance with standard operating procedures. Some iterations of this task should be performed in MOPP.

Standard: The Public Affairs Element develops and maintains a well-resourced and responsive infrastructure to facilitate national, international and local media access to operational units, including those engaged in combat. The facilitation of media operations supports the command information program by effectively communicating policies, resolve, and actions, through national and international news media, in support of operations.

Special Equipment: None

Safety Level: Low

Task Statements

Cue: None

DANGER

Leaders have an inherent responsibility to conduct Risk Management to ensure the safety of all Soldiers and promote mission accomplishment.

WARNING

Risk Management is the Army's primary decision-making process to identify hazards, reduce risk, and prevent both accidental and tactical loss. All soldiers have the responsibility to learn and understand the risks associated with this task.

CAUTION

Leaders have an inherent responsibility to conduct Risk Management to ensure the safety of all Soldiers and promote mission accomplishment.

Remarks: Task content updated as of: 26 June 2012

Notes: None

TASK STEPS

1. The Public Affairs (PA) element maintains channels of communication with the Office of the Assistant to the Secretary of Defense, Public Affairs (OASD[PA]) and/or the higher headquarters PA.
2. The staff, led by the PA element, develops and disseminates PA guidance.
3. The PA element develops the Public Affairs Working Group to establish a Media Operations Center (MOC) to:
 - a. Serve as a single point of contact and information source for media seeking to cover an operation.
 - b. Provide a central location for subordinate organizations and Army personnel seeking assistance with reporters in their area.
 - c. Resolve problems or incidents resulting from media/military interaction.
 - d. Serve as the primary information release authority for the senior PA echelon.
4. The Public Affairs Working Group, led by the PA element, coordinates news media coverage throughout the Area of Operation (AO) by:
 - a. Developing a media plan.
 - b. Developing a media synchronization matrix.
5. The PA element, publishes a press schedule of media activities.
6. The Public Affairs Working Group, led by the PA element, coordinates media operations with all service branches for each service, agency or country.
7. The Public Affairs Working Group, led by the PA element, develops a command information plan which addresses:
 - a. Command message.
 - b. Talking points.
 - c. Guidance on what information can be released to include guidance on appropriate responses to questions that cannot be answered.
8. The MOC, led by the PA element, assists media in gaining entry into the AO and acquiring access to units, Soldiers and commanders.
9. The MOC, led by the PA element, registers media representatives by:
 - a. Validating the media's credibility, expertise, knowledge, purpose and legitimacy.
 - b. Conducting primary and secondary accreditation.
10. The MOC, led by the PA element, orients/briefs the media and subordinate and/or supporting units on media guidelines and ground rules for coverage to include:
 - a. Identifying and communicating Host-Nation (HN) sensitivities to all media personnel in theater.
 - b. Conducting daily situation update briefs, as needed.

11. The MOC, led by the PA element, conducts training on media operations by:

- a. Training and supervising unit-level PA representatives to assist their commanders in developing command information programs.
- b. Training Soldiers, family members, Department of the Army Civilians (DAC), and everyone habitually associated with the unit, to comfortably and successfully communicate with the media.
- c. Training journalists on the rights and responsibilities of military community members, as well as the roles and missions of particular units and the Army.

12. The MOC, led by the PA element, verifies the media understands security policies and what to expect if involved with a tactical operation, to include:

- a. Self-defense drills.
- b. Mission-Oriented Protective Posture (MOPP).

13. The MOC, led by the PA element, arranges, prepares and conducts press interviews, briefings and news conferences.

14. The MOC, led by the PA element, provided administrative and logistic support and resources to assist the media in their mission.

15. The MOC, led by the PA element, coordinates air and ground transportation.

16. The MOC, led by the PA element, coordinates staff, subordinate and supporting unit media visits/events by:

- a. Arranging for media escorts.
- b. Assisting subordinate/supporting commanders in coordinating transportation.
- c. Coordinating for security.
- d. Verifying subordinate and supporting unit command posts are prepared to support press briefings.

17. The MOC, led by the PA element, provides thorough and timely responses to media queries.

18. The MOC, led by the PA element, In Accordance With the operations headquarters section and Civil Affairs Plans section, embeds media in operational units.

19. The MOC, led by the PA element, maintains accountability of the media to preclude fratricide by:

- a. Assigning escorts to media representative.
- b. Requiring escorts to periodically report locations of media and their activities.
- c. Utilizing electronic tagging and digital monitoring devices to track media representatives.
- d. Verifying subordinate and supporting units report the arrival of and departure of any unplanned media representatives in their AO.

e. Determining pass and badge requirements in the AO IAW the Provost Marshal Element.

f. Identifying restrictions and restricted areas for the media.

20. The MOC, led by the PA element, assists the media in filing stories, video and photographs on a noninterference, reimbursable basis, as needed.

21. The MOC, led by the PA element, evaluates media operations within the AO by:

a. Monitoring available major U.S., international and local television, radio broadcasts and print publications, providing coverage of an operation.

b. Surveying soldiers, family members, DACs and other members of the internal audiences to measure effectiveness of the command information program.

22. The MOC, led by the PA element, responds to media and resolves any media issues by reacting quickly to coordinate and facilitate information issues in the unit's AO.

23. The MOC, led by the PA element, conducts news media analysis.

24. The MOC, led by the PA element, evaluates the effectiveness of MOC operations and subordinate and supporting command's media facilitation plan.

(Asterisks indicates a leader performance step.)

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. The Public Affairs (PA) element maintained channels of communication with Office of the Assistant to the Secretary of Defense, Public Affairs (OASD[PA]) and/or the higher headquarters PA.			
2. The staff, led by the PA element, developed and disseminated PA guidance.			
3. The PA element developed the Public Affairs Working Group to establish a Media Operations Center (MOC) to:			
a. Serve as a single point of contact and information source for media seeking to cover an operation within theater.			
b. Provide a central location for subordinate organizations and Army personnel seeking assistance with reporters in their area.			
c. Resolve problems or incidents resulting from media/military interaction.			
d. Serve as the primary information release authority for the senior PA echelon.			
4. The Public Affairs Working Group, led by the PA element , coordinated news media coverage throughout the Area of Operation (AO).			
a. Developed a media plan.			
b. Developed a media synchronization matrix.			
5. The PA element, published a press schedule of media activities.			
6. The Public Affairs Working Group, led by the PA element, coordinated media operations with all service branches for each service, agency or country.			
7. The Public Affairs Working Group, led by the PA element, developed a command information plan which addressed:			
a. Command message.			
b. Talking points.			
c. Guidance on what information can be released to include guidance on appropriate responses to questions that cannot be answered.			
8. The MOC, led by the PA element , assisted media in gaining entry into the AO and acquiring access to units, Soldiers and commanders.			
9. The MOC, led by the PA element, registered media representatives.			
a. Validated the media's credibility, expertise, knowledge, purpose and legitimacy.			
b. Conducting primary and secondary accreditation.			
10. The MOC, led by the PA element, oriented and briefed the media and subordinate and/or supporting units on media guidelines and ground rules for coverage, including:			
a. Identified and communicated Host-Nation (HN) sensitivities to all media personnel in theater.			
b. Conducted daily situation update briefs, as needed.			
11. The MOC, led by the PA element, conducted training on media operations:			
a. Trained and supervised unit-level PA representatives to assist their commanders in developing command information programs.			
b. Trained Soldiers, family members, Department of the Army Civilians (DAC), and everyone habitually associated with the unit, to comfortably and successfully communicate with the media.			
c. Trained journalists on the rights and responsibilities of military community members, as well as the roles and missions of particular units and the Army.			
12. The MOC, led by the PA element, verified that the media understood security policies and what to expect if involved with a tactical operation, to include:			
a. Self-defense drills.			
b. Mission-Oriented Protective Posture (MOPP).			
13. The MOC, led by the PA element, arranged, prepared and conducted press interviews, briefings and news conferences.			
14. The MOC, led by the PA element, provided administrative and logistic support and resources to assist the media in their mission.			

15. The MOC, led by the PA element, coordinated air and ground transportation.			
16. The MOC, led by the PA element, coordinated staff, subordinate and supporting unit media visits/events.			
a. Arranged for media escorts.			
b. Assisted subordinate/supporting commanders in coordinating transportation.			
c. Coordinated for security.			
d. Verified subordinate and supporting unit CPs were prepared to support press briefings.			
17. The MOC, led by the PA element, provided thorough and timely responses to media queries.			
18. The MOC, led by the PA element, In Accordance With (IAW) the Operations headquarters section and Civil Affairs plans section, embeded media in operational units.			
19. The MOC, led by the PA element, maintained accountability of the media to preclude fratricide.			
a. Assigned escorts to media representative.			
b. Required escorts to periodically report locations of media and their activities.			
c. Utilized electronic tagging and digital monitoring devices to track media representatives.			
d. Verified subordinate and supporting units reported the arrival of and departure of any unplanned media representatives in their AO.			
e. Determined pass and badge requirements in the AO IAW the Provost Marshal Element.			
f. Identified restrictions and restricted areas for the media.			
20. The MOC, led by the PA element, assisted the media in filing stories, video and photographs on a noninterference, reimbursable basis, as needed.			
21. The MOC, led by the PA element, evaluated media operations within the AO by:			
a. Monitored available major U.S., international and local television, radio broadcasts and print publications, providing coverage of an operation.			
b. Surveyed soldiers, family members, DACs and other members of the internal audiences to measure effectiveness of the command information program.			
22. The MOC, led by the PA element, responded to media and resolved any media issued by reacting quickly to coordinate and facilitate information issued in the unit's AO.			
23. The MOC, led by the PA element, conducted news media analysis.			
24. The MOC, led by the PA element, evaluated the effectiveness of MOC operations and subordinate and supporting command's media facilitation plan.			

TASK PERFORMANCE / EVALUATION SUMMARY BLOCK							
ITERATION	1	2	3	4	5	M	TOTAL
TOTAL PERFORMANCE MEASURES EVALUATED							
TOTAL PERFORMANCE MEASURES GO							
TRAINING STATUS GO/NO-GO							

ITERATION: 1 2 3 4 5 M

COMMANDER/LEADER ASSESSMENT: T P U

Mission(s) supported: None

MOPP: Sometimes

MOPP Statement: None

NVG: Never

NVG Statement: None

Prerequisite Collective Task(s):

Step Number	Task Number	Title	Proponent	Status
	71-8-5110	Plan Operations Using the Military Decision Making Process (Battalion - Corps)	71 - Combined Arms (Collective)	Approved

Supporting Collective Task(s):

Step Number	Task Number	Title	Proponent	Status
	71-8-5111	Conduct the Military Decision Making Process (Battalion - Corps)	71 - Combined Arms (Collective)	Approved

Supporting Individual Task(s):

Step Number	Task Number	Title	Proponent	Status
	150-718-5111	Participate in the Military Decision Making Process	150 - Combined Arms (Individual)	Approved

Supporting Drill Task(s): None

TADSS

Step ID	TADSS ID	Title	Product Type	Quantity
No TADSS specified				

Equipment (LIN)

Step ID	LIN	Nomenclature	Qty
No equipment specified			

Materiel Items (NSN)

Step ID	NSN	LIN	Title	Qty
No equipment specified				

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

Safety: In a training environment, leaders must perform a risk assessment in accordance with FM 5-19, Composite Risk Management. Leaders will complete a DA Form 7566 COMPOSITE RISK MANAGEMENT WORKSHEET during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, NBC Protection, FM 3-11.5, CBRN Decontamination. .